

What is claimed is:

1. An information processing apparatus comprising a memory device and a processor, said memory device having a first
5 memory area for storing data inputted by a user and a second memory area for storing data representative of a plurality of respective virtual worlds;

said processor causing an image of a first virtual world to be displayed on a display, data representative of said first
10 virtual world being stored in said second memory area, said first virtual world including a predefined object and an avatar selected by said user, said object being associated with a specific content, said avatar being controlled to act in said first virtual world by said user;

15 said processor storing, in said first memory area, a position of said avatar in said first virtual world that is inputted by said user;

said processor analyzing the action of said avatar in said first virtual world to derive a feature of said user and determine,
20 in accordance with said derived feature, a second virtual world which includes another object, said other object having a specific content and a specific position;

said processor allowing an image of said second virtual world to be displayed on said display.

25

2. The information processing apparatus according to claim 1, wherein a set of definition data of said second virtual world is selected from sets of definition data of said respective virtual worlds.

30

3. The information processing apparatus according to claim 1, wherein the feature of said user is derived from the position of said avatar relative to the position of said predefined object in said first virtual world.

35

4. The information processing apparatus according to claim 1, wherein the feature of said user is derived from a

message inputted by said user.

5 5. The information processing apparatus according to
claim 1, wherein the feature of said user is derived from data
related to said user.

6. The information processing apparatus according to
claim 1, wherein said second virtual world includes said avatar.

10 7. The information processing apparatus according to
claim 1, wherein said feature has a weight.

15 8. The information processing apparatus according to
claim 1, wherein definition data of said second virtual world
is accessed with the URL.

20 9. An information processing apparatus comprising a
memory device and a processor, said memory device having a first
memory area for storing data inputted by a user and a second
memory area for storing data representative of a plurality of
respective virtual worlds;

25 said processor providing definition data of a first virtual
world stored in said second memory area to an information
processing terminal of said user, said first virtual world
including a predefined object and an avatar selected by said
user, said object being associated with a specific content, said
avatar being controlled to act in said first virtual world by
said user;

30 said processor storing, in said first memory area, a
position of said avatar in said first virtual world that is
inputted by said user;

35 said processor analyzing the action of said avatar in said
first virtual world to derive an interest of said user and
determine a second virtual world including another object in
accordance with said derived interest, said other object having
a specific content and a specific position;

 said processor providing data associated with said second

virtual world to said user information processing terminal.

10. The information processing apparatus according to claim 9, wherein a set of definition data of said second virtual world is selected from sets of definition data of said respective virtual worlds.

11. The information processing apparatus according to claim 9, wherein the feature of said user is derived from the position of said avatar relative to the position of said predefined object in said first virtual world.

12. The information processing apparatus according to claim 9, wherein the feature of said user is derived from a message inputted by said user.

13. The information processing apparatus according to claim 9, wherein the feature of said user is derived from data related to said user.

14. The information processing apparatus according to claim 9, wherein said second virtual world includes said avatar.

15. The information processing apparatus according to claim 9, wherein said interest has a weight.

16. The information processing apparatus according to claim 9, wherein the data associated with said second virtual world is the URL for definition data of said second virtual world.

17. The information processing apparatus according to claim 9, wherein the data associated with said second virtual world is definition data of said second virtual world.

18. A program stored in a recording medium, said program being for use in an information processing apparatus, said information processing apparatus comprising a memory device and

a processor, said memory device having a first memory area for storing data inputted by a user and a second memory area for storing data representative of a plurality of respective virtual worlds, said program enabling said processor to perform the steps of:

causing an image of a first virtual world to be displayed on a display, data representative of said first virtual world being stored in said second memory area, said first virtual world including a predefined object and an avatar selected by said user, said object being associated with a specific content, said avatar being controlled to act in said first virtual world by said user;

storing, in said first memory area, a position of said avatar in said first virtual world that is inputted by said user;

analyzing the action of said avatar in said first virtual world to derive a feature of said user and determine a second virtual world including another object in accordance with said derived feature, said other object having a specific content and a specific position; and

allowing an image of said second virtual world to be displayed on said display.

19. The program according to claim 18, wherein a set of data representative of said second virtual world is selected from sets of the data representative of said respective virtual worlds.

20. The program according to claim 18, wherein the feature of said user is derived from the position of said avatar relative to the position of said predefined object in said first virtual world.

21. The program according to claim 18, wherein the feature of said user is derived from a message inputted by said user.

22. The program according to claim 18, wherein the

feature of said user is derived from data related to said user.

23. The program according to claim 18, wherein said second virtual world includes said avatar.

5

24. The information processing apparatus according to claim 18, wherein said feature has a weight.

25. The program according to claim 18, wherein the definition data of said second virtual world is accessed with the URL.

10

26. A program stored in a recording medium, said program being for use in an information processing apparatus, said information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing data inputted by a user and a second memory area for storing data representative of a plurality of respective virtual worlds, said program enabling said processor to perform the steps of:

15

20

providing definition data of a first virtual world stored in said second memory area to an information processing terminal of said user, said first virtual world including a predefined object and an avatar selected by said user, said object being associated with a specific content, said avatar being controlled to act in said first virtual world by said user;

25

storing, in said first memory area, a position of said avatar in said first virtual world that is inputted by said user;

analyzing the action of said avatar in said first virtual world to derive an interest of said user and determine a second virtual world including another object in accordance with said derived interest, said other object having a specific content and a specific position; and

30

providing data associated with said second virtual world to said user information processing terminal.

35

27. The program according to claim 26, wherein a set of

data representative of said second virtual world is selected from sets of the data representative of said respective virtual worlds.

5 28. The program according to claim 26, wherein the feature of said user is derived from the position of said avatar relative to the position of said predefined object in said first virtual world.

10 29. The program according to claim 26, wherein the feature of said user is derived from a message inputted by said user.

15 30. The program according to claim 26, wherein the feature of said user is derived from data related to said user.

 31. The program according to claim 26, wherein said second virtual world includes said avatar.

20 32. The program according to claim 26, wherein said interest has a weight.

25 33. The program according to claim 26, wherein the data associated with said second virtual world is the URL for definition data of said second virtual world.

30 34. The program according to claim 26, wherein the data associated with said second virtual world is definition data of said second virtual world.

 35. A method of generating a variable virtual world, comprising the steps of:

 storing data inputted by a user in a memory device,
 analyzing said inputted data stored in said memory device
35 to derive a feature,
 determining a virtual world in accordance with said feature,
 and

presenting data associated with said determined virtual world to a device of said user.

36. The method according to claim 35, wherein said user
5 inputted data is coordinate data and/or message data.

37. The method according to claim 35, wherein the data
associated with said second virtual world is the URL for
definition data of said second virtual world.

10

38. The method according to claim 35, wherein the data
associated with said second virtual world is definition data
of said second virtual world.